

As per the oil and gas exploration and production project cycles, hydrocarbon discoveries are to be appraised to assess production potential. Normally, hydrocarbon discoveries take 5 to 7 years to come on production, based on technical and commercial consideration.

### **Generation of employment through tourism**

†680. SHRI MAHENDRA SAHNI: Will the Minister of TOURISM be pleased to state:

(a) whether Government are formulating any policy to encourage employment in tourism across the country;

(b) if so, the details thereof; and

(c) the details of efforts made for achieving excellency in tourism?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) and (b) The existing National Tourism Policy of the Government recognizes the role of employment creation through tourism. It aims at positioning tourism as a major engine of economic growth and harnessing its direct and multiplier effects for employment generation. The Policy also seeks to enhance employment potential within the tourism sector and provides broad strategies to achieve this objective.

(c) The Government has undertaken a number of steps for achieving excellence in tourism such as:-

- positioning and maintaining tourism development as a national priority;
- enhancing India's competitiveness as a tourism destination in the international market;
- improving and expanding existing products and their development such as cultural and heritage tourism, rural tourism, adventure tourism, health and healing tourism, fairs and festivals, etc.;
- creation of tourism infrastructure by providing Central financial assistance to the State/UT Governments under its various schemes; and
- effective modern and competitive marketing strategy to position India as a unique destination through centralized electronic media

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†Original notice of the question was received in Hindi.

campaign, advertising in the Print Media, participation in fairs and exhibitions, organising seminars, workshops and road shows, printing and distributing brochures and collaterals, brochure support/joint advertising with travel agents/tour operators, market research and collection of market intelligence data and public relations.

### **Spreading of serene beaches in Orissa to attract foreigners**

681. SHRI RUDRA NARAYAN PANY:

SHRI B.J. PANDA:

MS. PRAMILA BOHIDAR:

Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that foreign tourism has started picking up in Orissa (especially from UK and France) and the State Government proposes to spread serene beaches to attract foreigners;

(b) whether the State Government proposes to print their brochure in foreign languages to woo foreign tourists; and

(c) if so, what is the action plan of the Centre to help this backward State in the successful execution of the above project?

THE MINISTER OF TOURISM (SHRIMATI AMBIKASONI): (a) Yes, Sir.

(b) and (c) The Ministry of Tourism has produced brochures, folders, posters on major tourist attractions of the country including tourist spots/circuits of Orissa. Ministry of Tourism has already sanctioned Rs. 47.24 crore for development of tourism infrastructure in the State during the last five years. It assists the State Government in holding tourism fairs and festivals. It also helps in organizing fam tours of foreign tour operators and journalists for better marketing of the State tourism products.

### **Promotion of tourism in Rajasthan**

†682. SHRI SANTOSH BAGRODIA:

DR. PRABHA THAKUR:

Will the Minister of TOURISM be pleased to state:

(a) the details of the various projects pending for sanction with the Central Government for the development and promotion of tourism in Rajasthan;

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